

17 Wisconsin Gas Co., 626 E. Wisconsin Ave. (1930) Architect: Eschweiler & Eschweiler. This dramatic, 22-story, stepped-back skyscraper is one of the city's most interesting Art Deco buildings. It was constructed in 1930 at a cost of \$1,500,000 as the headquarters for what is now the Wisconsin Gas Company. This is the state's oldest utility and was established in 1852 as the Milwaukee Gas Light Co. The building is perhaps the most beloved popular landmark on the city's skyline because of the impressive flame shaped light on the roof installed in the 1950s, which changes color to signal changes in the weather.

18 Northwestern Mutual Life Insurance Co., 720 E. Wisconsin Ave. (1914) Architect: Marshall & Fox, Chicago. The "Quiet Company," as NML is known, was founded in Janesville in 1857 and relocated to Milwaukee two years later and is today the 10th largest insurance company in the country. The monumental 5-story high, fluted Corinthian columns dominate this imposing Classical Revival edifice, the company's third home office built in Milwaukee. NML's complex now includes the 16-story contemporary structure to the east (1978) and the new granite-clad, 18-story data center in the 800 block of E. Mason St. built in 1991.

19 Firstar Center (formerly First Wisconsin Center), 777 E. Wisconsin Ave. (1973) Architect: Skidmore, Owings & Merrill, Chicago. Wisconsin's tallest building, the 42-story Firstar Center, was built to house the state's largest bank. Known as Firstar Bank just since September of 1992, the institution was originally named the First Wisconsin National Bank and was created in 1919 by the merger of Captain Frederick Pabst's Wisconsin National Bank and the First National Bank of Milwaukee, which traced its origins to 1853. The gleaming white aluminum and glass tower is reminiscent of another notable Skidmore, Owings & Merrill project from the same era, the black metal John Hancock Tower in Chicago.

20 O'Donnell Park, foot of E. Wisconsin Ave. (1989-1993) Architect: Miller Meier Kenyon Cooper Architects & Engineers Inc. O'Donnell Park is the city's latest lakefront improvement project. It stands on the former site of the Chicago and North Western Railway Depot and rail yards (1889-1968). The new 7 1/2 acre urban park features various kiosks and was built on top of several levels of parking built into the hillside. A bus transit facility of complementary modern design was built to the south of it on part of the old railway site in 1992.

21 Milwaukee County War Memorial & Art Museum, 700 N. Lincoln Memorial Dr. (1955-57) Architect: Eero Saarinen & Associates. ML. The dramatically cantilevered concrete and glass building at the end of the Lincoln Memorial Bridge is the only Wisconsin structure designed by the internationally prominent firm of Eero Saarinen & Assocs. The mosaic on the west front, which was created by local artist Edmund Lewandowski, records the dates of World War II and the Korean Conflict in abstract Roman numerals. The building, which was completed in 1957, is dedicated to Milwaukee County's war dead and houses offices, meeting halls, and the Milwaukee Art Museum.

The stroll along Prospect Avenue will take you past the gleaming white terra cotta facades of the Cudahy Condominiums and Cudahy Tower (700 block) while you enjoy the beautiful vistas of Juneau park. Created as part of a civic center project, the beautifully landscaped Kilbourn Ave. provides grand vistas of City Hall and the County Courthouse.

22 Kilbourn Row Townhouses, 806-14 E. Kilbourn Ave. and 902-904 N. Cass St., (1983-1985) Architect: Joseph M. Valerio, Chrysalis of Wisconsin. These eight condominium townhouses were built in two stages as an experiment in providing new luxury housing Downtown. Designed in the Post Modern style, the buildings attempt to recapture the quality and ambiance of the now vanished 19th century rowhouses once commonly found in the neighborhood.

23 Yankee Hill, 626 E. Kilbourn Ave. and 626 E. State St. (1985-1987) Architect: Kahler Slater Torphy Engberg, Inc. The tall, brick, Post-Modern style towers of the Yankee Hill Apartments occupied the last available urban renewal land along Kilbourn Ave. They symbolize the renewed interest in downtown living that took place in Milwaukee in the 1980s. To better integrate the project with its surroundings, the 19- and 23-story towers are placed in the middle of the block and are surrounded by 44 low-scaled, gabled townhouse units.



Above: Birdseye view looking West along East Wisconsin Avenue. (Courtesy of Milwaukee County Historical Society)

Front cover: East Wisconsin Avenue looking West from Van Buren Street c. 1930's. (Courtesy of Milwaukee County Historical Society)

Inside: East Wisconsin Avenue c. 1920's. (Courtesy of Milwaukee Public Library)

Brochures in this series include:

**Avenues West
Bay View**

**Juneautown: The Heart of Old Milwaukee
Kilbourntown**

North Point Neighborhood

Walker's Point: Residential Tour

Walker's Point: Commercial and Industrial Buildings Tour

West End

Yankee Hill

Key to symbols:

NR National Register of Historic Places

ML Milwaukee Landmark

**HPC Designated by the Historic Preservation
Commission of Milwaukee, successor to the
Milwaukee Landmarks Commission**

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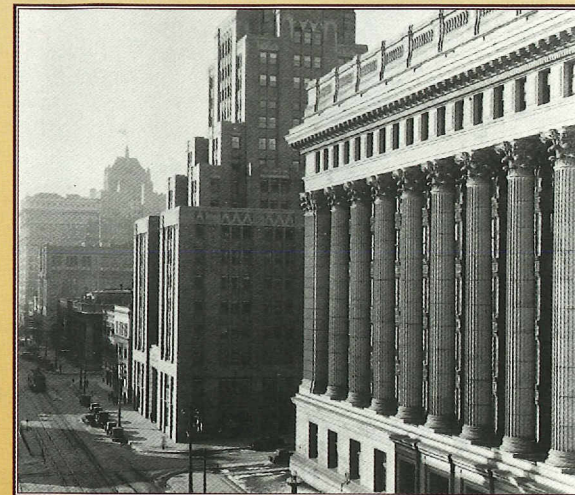
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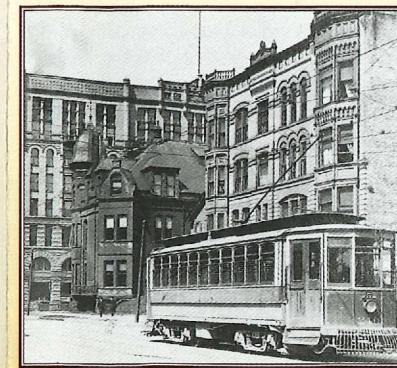
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Milwaukee Historic Buildings Tour

Juneau town



**A self-guided
walking tour
of historic
buildings in the
Juneautown
neighborhood**



Juneau Town: Preservation, Revitalization and Adaptive Reuse

Juneautown traces its name to French-Canadian fur trader Solomon Juneau who built his trading post at the northwest corner of today's Water Street and Wisconsin Avenue in 1819 to become the community's first permanent Caucasian settler. A genial, honest and well-liked individual, Juneau was given considerable acreage by the local Native American inhabitants. Juneau's original 160-acre claim extended from the Milwaukee River to Lake Michigan and from Wisconsin Avenue to Juneau Avenue. With his partner, Morgan L. Martin, Juneau platted his land into a regular grid system of streets and rectangular blocks. Only Water Street deviates from the grid as it meanders northward to follow the course of the Milwaukee River.

The area's high, dry land quickly drew scores of settlers, especially Yankees and New Yorkers, who erected frame shops, warehouses, hotels, saloons and houses. The earliest commercial activity clustered along the river on today's N. Water Street. These crude pioneer buildings were soon replaced by substantial brick blocks, and maps from the mid-1850s show that Water Street was lined with a continuous row of buildings all the way north to Juneau Avenue. Juneautown quickly became the hub of the new community, and commission houses, banks and insurance companies soon clustered near or on Water Street. The nearby city hall and county courthouse made Juneautown the seat of government as well. Commercial activity spread east to Broadway, originally named Main Street, and later to Milwaukee and Jefferson Streets. East Wisconsin Avenue, Milwaukee's main thoroughfare today, remained largely residential east of Jefferson Street into the 20th century except for the few hotels and shops that clustered around the Chicago and North Western Railroad Depot at the east end of the avenue. The large scale office building development that is now found near the lake has taken place chiefly since the 1970s.

Kilbourn Avenue, once a narrow tree-lined residential thoroughfare known as Biddle Street, assumed importance in this century as a key element in a grand civic center scheme. Widened into a boulevard in 1941, Kilbourn Avenue provided the dramatic approach to the County Courthouse, sited majestically west of the river atop the highest point in the Central Business District.

By the early 20th century, the center of retailing and entertainment had shifted across the river to Kilbourntown. Juneautown remained the center of finance, insurance and local government, however, and it retained many of its fine 19th century buildings. After a long period of decline, a renaissance of sorts began in Juneautown in the 1980s that has reestablished the commercial importance of the east side. The construction in the 1980s of such major office buildings as the "100 East Building," the "Milwaukee Center," and "1000 North Water Street" has once again made Water Street, in particular, a prestigious commercial address.

While the construction of new office towers has redefined Milwaukee's skyline, important residential development has occurred as well. An inventive adaptive reuse project created dozens of apartments in the old Blatz Brewery complex while the high rise Yankee Hill and low scale Kilbourn Row Townhouses have provided alternative opportunities for Downtown living.

1 Red Arrow Park, 900 block of N. Water St.; This small, 1.3 acre park was built in 1970 on land previously cleared for urban renewal. The Kansas City-based firm of Howard, Needles, Tammen & Bergendoff designed the site to complement the new Performing Arts Center across the street. The park's granite Red Arrow is dedicated to the members of the 32nd (Red Arrow) Division who gave their lives in World Wars I and II.

Performing Arts Center, 929 N. Water St., (1969) Architect: Harry Weese and Assocs., Chicago. Budget constraints delayed the construction of the Performing Arts Center (PAC) for nearly a decade, during which time the present location was substituted for a Lakefront site. The long-awaited PAC was completed in 1969 and houses three auditoriums, a multipurpose hall, and a restaurant. The outdoor Peck Pavilion and chestnut grove were added later on the south side for outdoor summer concerts. Gleaming white Travertine marble originally sheathed the Brutalist-style structure, but deterioration necessitated its replacement in 1992 with new stone cladding.

2 1000 North Water Street, 1000 N. Water St. (1989-1991) Architect: Dallas Office of HKS. The newest addition to Milwaukee's skyline is 1000 N. Water St., a \$61.5 million, 23-story office tower set atop an 8-story, city-owned parking garage. The pink, granite-clad, Post-Modern style structure is designed to accommodate a future second office tower at the north end of the block.

3 1100 and 1200 blocks of N. Water St. Having survived the urban renewal and redevelopment efforts that leveled much of this part of downtown in the 1960s, the west side of the 1100 and 1200 blocks of N. Water St. still retains much of its turn-of-the-century charm. Examples of Classical Revival, Victorian Gothic, Italianate, Queen Anne and Romanesque Revival commercial architecture are visible in this 2-block stretch of popular stores, bars and restaurants.

4 Blatz Brewery Complex, block bounded by Broadway, Highland, Juneau Ave. and Market St., NR. Blatz Office Building, 1120 N. Broadway (1890, c. 1920, 1945) Architect: H. Paul Schnetzky, NR. Blatz Bottling Plant, 1015 N. Broadway (1946-1948) Architect: Harold N. Hermann & Assocs. Inc., Cincinnati with George F. Schatz and Howard L. Elliston.

No one would have anticipated that the small brewery begun by John Braun in 1845 would become an industry giant within 50 years. After Braun's death in 1851, his widow married her ambitious brewmaster, Val Blatz, after whom the company was eventually named. By the end of the century, Blatz had grown into Milwaukee's third largest brewery. Pabst bought the thriving company in 1958 and retained its real estate, while the G. Heilemann Brewing Company of LaCrosse acquired the brewing rights and the Blatz labels.

The extant buildings are just a remnant of what had been a large complex covering several city blocks. The main grouping, fronting on Juneau and Highland Aves., consists of stockhouses, a brewhouse, a boilerhouse, and a washhouse constructed between 1891 and about 1910. A Minneapolis developer, the Dominion Group, converted the hulking buildings to apartments and offices between 1986-1988 from project plans drawn by the Milwaukee architectural firm of Shepherd Legan Aldrian Ltd.

The former Blatz office building is across the street at 1120 N. Broadway. This Richardsonian Romanesque gem was built in 1890 and designed by local architect H. Paul Schnetzky. The Blatz logo is featured in the gable. The building is now owned by the Milwaukee School of Engineering.

Begun in 1946 and dedicated in 1948, the Art Moderne style bottling plant at 1025-47 N. Broadway boosted Blatz's production to 1 billion bottles of beer per year. The state-of-the-art facility with its light colored ceramic tile cladding and glass block windows was designed by Harold N. Hermann & Assocs. of Cincinnati, which specialized in the construction of bottling plants. The building is now part of the Milwaukee School of Engineering.

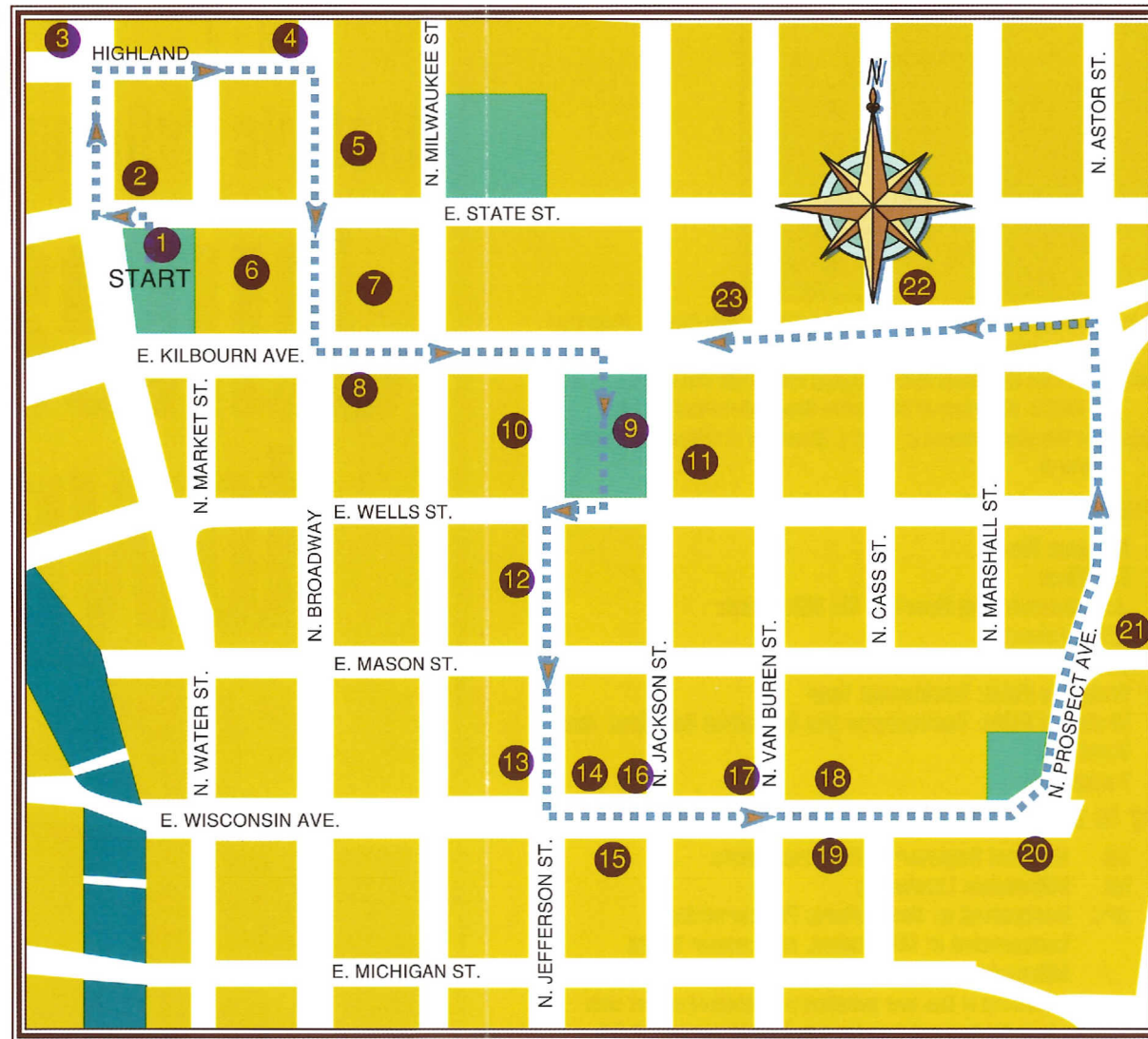
5 German-English Academy Building, 1020 N. Broadway (1891-92) Architect: Crane & Barkhausen. NR, ML. This impressive Romanesque Revival style educational building was constructed to house three related academic institutions supported by the German-American community: an elementary and high school known as the German-English Academy (GEA); a bilingual teacher-training program known as the German-English Teachers Seminary; and a training school for German-American gymnastic teachers, the "Turnlehrerseminar." The latter occupied the gymnasium

part of the building with the large arched windows from 1891 thru 1907. The seminary closed in 1919. The GEA, founded in 1851, has since merged with several other private schools and is now located in suburban River Hills where it is known as the University School of Milwaukee. The building on Broadway was restored and converted to office use in 1982 at which time the present gabled, stone and cream brick portico was erected.

6 Mortgage Guaranty Insurance Corp., 250 E. Kilbourn Ave. (1973) Architect: Skidmore, Owings & Merrill, Chicago. Urban renewal provided the Mortgage Guaranty Insurance Corp. (MGIC) with a fine location for its international headquarters, built in 1973. Set in a park-like setting, the company's new, 2-building, Travertine-sheathed complex was designed by Skidmore, Owings & Merrill in cooperation with Fitzhugh Scott of Milwaukee. The executive office building features cantilevered floors, each projecting 15 ft. beyond the one below, to create an inverted pyramid, making it one of the city's most recognizable modern landmarks.

7 Plaza East Office Center, 330 E. Kilbourn Ave. (1982-1984) Architect: Helmut Jahn, Chicago. Built on urban renewal land, this Modern style office complex incorporates two 14-story towers joined by a glass-roofed Galleria. Jahn skillfully accented the cast concrete wall panels with a glossy orange color and incorporated abstracted Palladian window motifs into each building and the Galleria.

8 St. Mary's Church, 844 N. Broadway (1846, 1867) Architect: Victor Schulte. NR, ML, HPC. The oldest known remaining structure in downtown Milwaukee, St. Mary's was the first church built for German Roman Catholics. German-born architect-builder Victor Schulte, who designed the Classical Revival style structure, would later design nearby St. John's Cathedral. Schulte also supervised major alterations to St. Mary's in 1867 which included the addition of the present facade and tower. The church has remained virtually unchanged since that time. The painting of the Annunciation by German court painter Franz Xavier Glink in the sanctuary is said to have been donated by King Ludwig I of Bavaria about 1867.



9 Cathedral Park, Bounded by Wells St., Kilbourn Ave., Jefferson and Jackson Sts. Cathedral Park was one of Milwaukee's original public squares, laid out when the city was first platted by partners Solomon Juneau and Morgan L. Martin in 1835. Between 1836 and 1939, the park was known as Courthouse Square because the county's first courthouse (1836) and its replacement (1872) were located at the north end of the grounds. Since the razing of the second courthouse in 1939, the grounds have been known as Cathedral Park for St. John's Cathedral which fronts the park along N. Jackson St.

10 Schlitz Brewing Company Building / Elsa's Restaurant, 831-33 N. Jefferson St. (1887) Elsa's was the first large scale commercial building to be constructed on Jefferson St. facing Cathedral Park. It was constructed by the Schlitz Brewing Co. in 1887 to replace a smaller saloon previously owned and operated by John Kunitzky. Arnold & Quistorf (1888-1901) were the first saloon proprietors in the new building. The offices upstairs were leased by a title company, William Biersach & Son, and Atty. Jared Thompson.

11 St. John's Cathedral, 812 N. Jackson St. (1847-53) Architect: Victor Schulte. NR, ML. St. John's is Wisconsin's oldest Cathedral and the seat of the Diocese of Milwaukee. Bishop John Martin Henni solicited funds from as far away as Europe, Mexico and Cuba to construct the church, which took six years to complete. Its designer, German born Victor Schulte, was one of Milwaukee's first architects. St. John's original tower was replaced by the current Neo-Baroque one in 1892-93. The Cathedral complex has grown to cover its entire city block and includes a high school, gymnasium, rectory, convent, and a caretaker's house.

12 William A. Webber Houses, 783-85 and 787-89 N. Jefferson St. (1858) NR. **Matthew Keenan House**, 777 N. Jefferson St. (1860) Architect: Edward Townsend Mix. NR, ML. **George Watts & Son Inc.**, 759-61 N. Jefferson St. (1925) Architect: Martin Tullgren and Sons. NR. The 700 block of N. Jefferson St. illustrates how commercialization has transformed what was once one of early Milwaukee's elegant residential areas. Local billiard table manufacturer William A. Webber built the two identical Greek Revival style houses at No. 783-85 and No. 787-89. No. 783-85 was occupied by Webber and his family and is in the most original condition and still retains its small portico with fluted columns.

Local politician and insurance company officer Matthew Keenan built the lofty doublehouse at No. 777 in 1860 and lived in the south half for 10 years. Architect Mix lavished considerable detail on this Italianate style structure including ornate brackets, fancy columns, and carved stone quoins and window surrounds. The building has been used for commercial and office purposes since about 1910. Following a disastrous fire in February of 1984, which completely gutted the structure, a new office building was constructed within the original walls with a large addition at the rear.

The Watts family has been in the fine china business since 1869 and built this elegant jewel box of a building at 759-61 N. Jefferson St. in 1925. The Mediterranean style structure is clad entirely in glazed terra cotta and features beautiful Renaissance-inspired pilasters, cresting and winged griffins.

13 Hotel Pfister, 424 E. Wisconsin Ave. (1890-1893) Architect: Henry C. Koch. NR, ML. Although German-born tanner Guido Pfister died before his dream of erecting a luxury hotel on this site could be realized, the project was carried out by his son, Charles, and department store owner Timothy Chapman. Always one of the city's finest luxury hotels, the Pfister has provided accommodations for at least 6 U.S. Presidents and numerous celebrities. The rockfaced masonry and round arches are characteristic of the Romanesque Revival style. The hotel lobby retains much of its period charm.

14 Milwaukee Club, 706 N. Jefferson St. (1884) Architect: E. T. Mix & Co. NR. Milwaukee's oldest and most exclusive men's club was organized in 1882, and this impressive clubhouse was built two years later. The Queen Anne style clubhouse, which is still occupied by the Milwaukee Club, features ornamental terra cotta plaques, a 3-story corner tower, and a superb wrought iron railing on the Wisconsin Ave. side of the building.

15 Federal Building, 515-19 E. Wisconsin Ave. (1892-1899) Architect: Willoughby J. Edbrooke. NR, ML, HPC. Based on the design of H. H. Richardson's Allegheny County Courthouse and Jail in Pittsburgh, PA (1884), Milwaukee's "Old" Federal Building originally housed the U.S. Post Office, Customs House and Federal Courts and still houses Federal agencies today. Its soaring tower and gargoyle-embellished gables make this one of Milwaukee's most impressive buildings. The dramatic skylit Victorian atrium space inside was restored in 1991 under the direction of the Conrad Schmitt Studios and the architectural firm of Plunkett Keymar Reginato Architects of Milwaukee and should not be missed.

16 Northwestern National Insurance Building, 526 E. Wisconsin Ave. (1904-06) Architect: Ferry and Clas. ML, HPC. This elegant Beaux Arts Neoclassical style structure was built as the third home of Northwestern National Insurance, a company founded in 1869. It is embellished with a wealth of finely crafted details such as the stone balustrade at the roof with its flaming urns. The delicate bronze railings and gates were designed by the city's foremost decorative iron worker, Cyril Colnik. Northwestern National moved to Brookfield several years ago, and the building is now occupied by a bank.